

DOCKET FILE COPY ORIGINAL

DK-9885

From: Nicole Shifflett <nic@cks.com>
To: A4.A4 (FCCINFO)
Date: 5/19/98 4:37pm
Subject: Multiple ownership rules...

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MAY 19 1998

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

>TO: Commissioners of the FCC

>

>From: Nicole Shifflett

>

>Re: Multiple ownerships

>

>Dear Sirs and Madams of the FCC,

>

> I and other radio jocks, the people who provide the heart and soul =
>of radio, write this letter out of sheer desperation. When the FCC =
>changed the rules and allowed multiple ownership, radio professionals =
>"right to work" in a free enterprise environment has been greatly =
>affected. Please take a moment to consider our plight, reconsider, and =
>repeal the current multiple radio station ownership rules.

> Prior to the multiple ownership allowances, a radio announcer (or =
>other radio employee) had the option of conducting business with a =
>competitor station in the same town, city, or broadcast market area. =
>Unfortunately, with the rules as they now stand, a radio employee does =
>not have this option. The same few companies own most or all of the =
>local radio stations, a monopoly situation. If the radio employee is not =
>happy with the management of their current employer, the employee's =
>options now include having to pack up their families and move half-way =
>across the country in search of a market that offers equivalent or =
>better opportunities.=20

> Radio announcers in particular can no longer walk across the street =
>and apply for a job at the competitors station, because the competitor =
>is owned by the same corporation as the one he just resigned from, was =
>terminated from, or would like to leave in search of better employment. =
>Corporate owners are aware of the announcer's plight, and are using it =
>to their advantage. As in a gas war, we become the victims of one or two =
>corporations, greatly reducing our opportunities to work competitively =
>within the same market, and receive competitive payment accordingly.

> We ask that you please consider repealing the multiple ownership =
>rules, and return our markets to a competitive, democratic and free =
>enterprise system. Independently owned radio stations will not survive =
>under current ownership rules, nor will the employee's and their =
>families who have given their life to the radio broadcast medium.

> As a professional radio broadcaster, I've always understood that =
>the three main functions of radio is to "inform, educate and entertain." =
>These core functions are weakened and compromised under the current =
>rules, with the public being the greatest loser.

>

>Sincerely and thank you for your time.

Nicole "Nic" Shifflett

CC: A7.A7 (GTRISTAN,MPOWELL,SNESS,WKENNARD),FCCMAIL.SMT...

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DK-9835

From: Blacksab04 <Blacksab04@aol.com>
To: A7.A7 (GTRISTAN,MPOWELL, SNESS,WKENNARD) , FCCMAIL.SMT...
Date: 5/19/98 4:02pm
Subject: Multiple ownership rules

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MAY 19 1998

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Commissioners:

As a 10-year veteran of the radio broadcast industry, I would like to offer some input regarding the upcoming review of the broadcast ownership rules, MM docket No. 98-35.

As you may or may not know, radio is a special business which requires constant change, little personal security, and usually, even less financial success. Those of us who have chosen radio for a career have had to endure many changes over the years that have made it difficult to earn a living, but we do it because it is a unique business, and we enjoy the challenge. And, we love it, or we wouldn't have stuck it out past the first internship. Radio station consolidation has been the one change that has been impossible to overcome.

A career in the radio industry has never been a career that promised much job security. However, those of us in radio always had the option to work for a competing station in the market in which we chose to live. I'm sorry to say that the rules that have allowed two or three companies to own or control the majority of stations within a given market have eliminated that option.

The reality is that a company will apparently purchase a group of radio stations with one successful station in the group as the money station. All the rest are then relegated to running satellite programming or automation. This results in the staffs of those stations being cut and consolidation of the staffs of the remaining stations. Affected foremost are those of us who have been in radio the longest. I have not been in the business for a ridiculously long time, such as some of the vets who are currently seeking work. However, I am finding it more difficult to find positions where it is possible to make a living wage, never mind a lucrative wage. Some of us find ourselves moving across the country in order to make a living in our chosen profession. And in most cases we will face the same situation in the new market as in the one we just left.

In my opinion, allowing multiple ownerships and LMA's has done a great disservice to the radio industry. It is making a few large corporations very wealthy at the expense of those who have, through hard work, talent and dedication, made radio the attractive investment that it is. Please consider the fact that without some talented broadcasters to teach the up & comers, there will be no possibility of good radio to feed the public interest in the future. I cannot understand how the commission can preach diversity of ownership while allowing these practices to continue. Please consider drastic modification of the current multiple ownership rules, or a repeal of those rules altogether.

Thank you for your attention to this matter.

Regards,

Sabrina West, Detroit-area Broadcaster

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